

ORDER



Orders
Order / Rev: 720195
Alt Order #: 06362579
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 460
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A25-54
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	61	\$24,755.00	\$21,041.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	61	\$24,755.00	\$21,041.75	0.00
Totals	61	\$24,755.00	\$21,041.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTLV	10/08/12	10/09/12	Today Show II M-F 9-10am	CM	9a-10a	MT-----	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----			4		\$400.00		0.00				
N 2	WTLV	10/04/12	10/05/12	Today Show II M-F 9-10am	CM	9a-10a	---TF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---TF--			3		\$400.00		0.00				
N 3	WTLV	10/08/12	10/09/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT-----	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----			2		\$125.00		0.00				
N 4	WTLV	10/04/12	10/05/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	---TF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---TF--			3		\$125.00		0.00				
N 5	WTLV	10/08/12	10/09/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MT-----	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MT-----			4		\$150.00		0.00				
N 6	WTLV	10/04/12	10/05/12	M-F 4-5p Ellen	CM	M-F 4p-5p	---TF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---TF--			3		\$150.00		0.00				

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WTLV	10/08/12	10/09/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$225.00		0.00			
N 8	WTLV	10/04/12	10/05/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	---TF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$225.00		0.00			
N 9	WTLV	10/04/12	10/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	---TF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$450.00		0.00			
N 10	WTLV	10/08/12	10/09/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
N 11	WTLV	10/04/12	10/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	---TF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$1,000.00		0.00			
N 12	WTLV	10/08/12	10/09/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MT-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					1	\$1,000.00		0.00			
N 13	WTLV	10/08/12	10/09/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MT-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					1	\$1,200.00		0.00			
N 14	WTLV	10/04/12	10/05/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	---TF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$1,200.00		0.00			
N 15	WTLV	10/08/12	10/09/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$400.00		0.00			
N 16	WTLV	10/04/12	10/05/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	---TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$400.00		0.00			
N 17	WTLV	10/04/12	10/05/12	5a-530a 5a-530a	CM	M-F 5a-530a	---TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$200.00		0.00			
N 18	WTLV	10/08/12	10/09/12	5a-530a 5a-530a	CM	M-F 5a-530a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$200.00		0.00			
N 19	WTLV	10/08/12	10/09/12	530a-6a 530a-6a	CM	530a-6a	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$200.00		0.00			
N 20	WTLV	10/04/12	10/05/12	530a-6a 530a-6a	CM	530a-6a	---TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$200.00		0.00			
N 21	WTLV	10/05/12	10/05/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N21	WTLV	10/05/12	10/05/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$1,350.00		0.00			
N22	WTLV	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$400.00		0.00			
N23	WTLV	10/06/12	10/06/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$400.00		0.00			
N24	WTLV	10/06/12	10/06/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$335.00		0.00			
N25	WTLV	10/06/12	10/06/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$150.00		0.00			
N26	WTLV	10/06/12	10/06/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$150.00		0.00			
N27	WTLV	10/07/12	10/07/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$850.00		0.00			
N28	WTLV	10/07/12	10/07/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	2	\$335.00	P-1	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$335.00		0.00			
N29	WTLV	10/07/12	10/07/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$1,600.00		0.00			
N30	WTLV	10/07/12	10/07/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$400.00		0.00			
Totals													61	\$24,755.00	